

1996

Forsyth Tobacco

# PLANNING GUIDE

51843-9999 A

R. J. REYNOLDS TOBACCO COMPANY

# 1996

## PERSELYN ROBOCOO PLANNING GUIDE

### INTERVIEW WITH ROBOCOO PRODUCTS ADVANCE ACCOUNTAL PROGRAM

The Perselyn Roboco Alliance Account Program was developed in January 1995. Based on the customer's coffee purchases, the funds are added to the customer's Alliance Account account at the end of every month.

This brochure has been developed to assist you in working with your Perselyn customers to establish promotions and programs to grow the customer's Perselyn brand and ensure the success of our business partnership. Alliance Account funds can be used to purchase items in the brochure.

### ORDERING PROCEDURES

Perselyn Order Forms are available through ROR

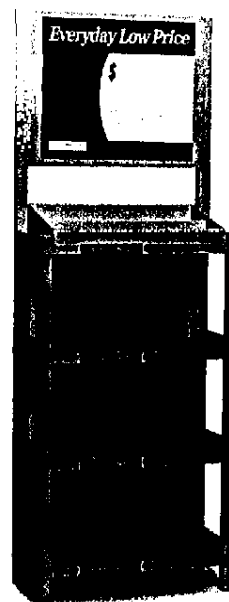
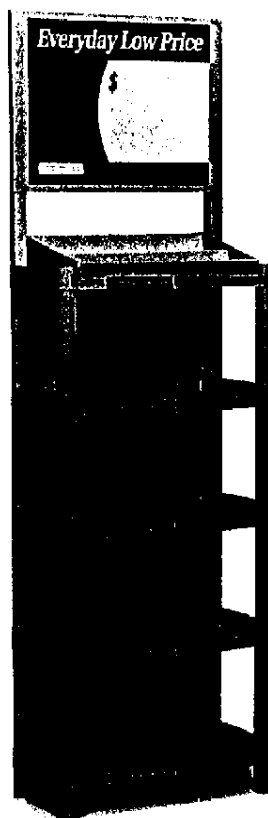
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# FORSYTH TOBACCO PRODUCTS PERMANENT DISPLAYS

**FORSYTH MODULAR  
FLOOR DISPLAY**  
ITEM#: 487376

**DIMENSIONS**  
Height - 73 3/4"  
Width - 24"  
Depth - 11 3/4"

Carton Capacity - 100  
Pack Capacity - 90  
Packed 1 per case  
POS included



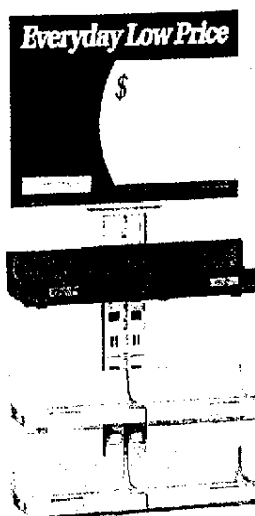
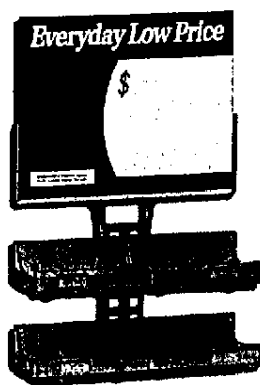
Height of Modular Floor  
Display can be adjusted by  
removing individual shelves

Shelf Height - 11 1/2"

**PACKAGE DISPLAY\***  
(4 TRAY)  
ITEM#: 364179

**DIMENSIONS**  
Height - 14 1/8"  
Width - 13 3/4"  
Depth - 5 5/8"

Carton Capacity - 60  
Packed 4 per case  
POS included



**PACKAGE ADD ON\***  
ITEM#: 364366  
(use with #364179)

**DIMENSIONS**  
Height - 2 3/8"  
Width - 7"  
Depth - 5 5/8"

Carton Capacity - 30  
Packed 4 per case  
Shelf strip included  
Header card not included

\*UPON DEPLETION OF INVENTORY THESE TWO UNITS  
WILL BE REPLACED WITH COMPARABLE DISPLAYS

ALL POS SHOWN  
ON THIS PAGE  
REQUIRES LARGE  
PACK STICKERS



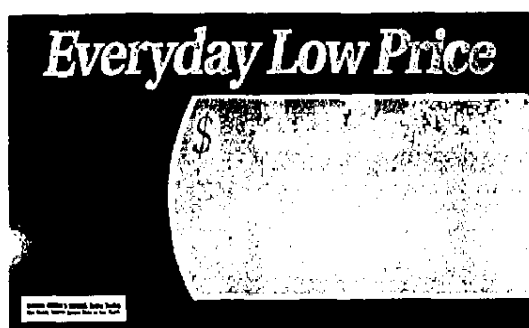
**These Items  
Are Provided At  
NO CHARGE.**

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# FORSYTH TOBACCO POINT OF SALE



\*\*19" CANOPY CARD, 19" x 8 1/4"  
ITEM #468173



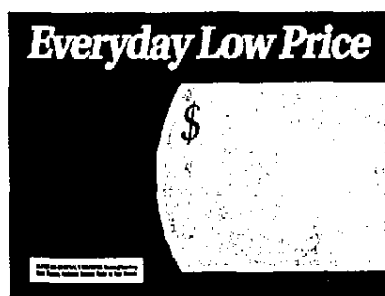
\*\*PUMP TOPPER, 21 1/2" x 12 1/2"  
ITEM #394891



\*24 INCH PACKAGE MERCH CARD, 18 3/8" x 3 1/4"  
ITEM #394858



CHANNEL STRIP, 13 11/16" x 1 3/16"  
ITEM #394869



\*\*DUMP BIN RISER, 14" x 17 1/4"  
ITEM #403911



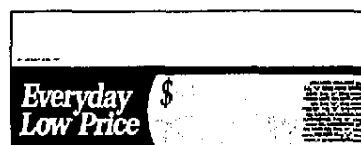
SMALL PPD CARD, 4 7/16" x 9 1/4"  
ITEM #432636



\*\*EXTENDED LARGE PPD CARD,  
13 7/16" x 10 1/2" - ITEM #394847



\*LARGE PPD CARD, 13 7/16" x 4 7/16"  
ITEM #394902



SHELF STRIP, 12 1/4" x 4 7/16"  
ITEM #394880



\*Requires  
Small Pack  
Sticker



\*\*Requires  
Large Pack  
Sticker

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These Items  
Are Provided At  
NO CHARGE.

# FORSYTH TOBACCO VPR

(INSTANTLY REDEEMABLE)

Item # 460032



Item # 460035



Item # 460020



Item # 464090



Item # 464084



Item # 464984



VPR PRODUCTION/HANDLING COST

**\*\$5.00 PER ROLL**  
(500 VPR'S PER ROLL)

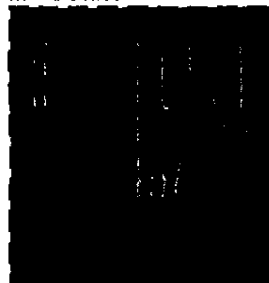
\*These costs include charges for printing, packing and shipping. Costs are for full roll increments.

## COST FORMULA

TOTAL VPRs \_\_\_\_\_ x VPR FACE VALUE \_\_\_\_\_ + PRODUCTION/HANDLING = PROGRAM COST

## FORSYTH TOBACCO STORE COUPON

Item # 512030



Item # 512033



Item # 504713



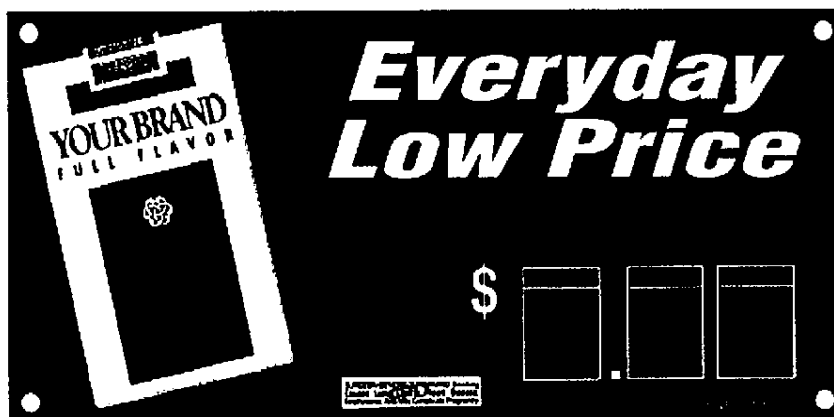
## COUPON PRODUCTION/ HANDLING COST

500 PER SKU	PRODUCTION COSTS	HANDLING COST	REDEMPTION COST	TOTAL COST
\$1.00	\$5.00	\$60.00	\$500.00	\$565.00
\$1.50	\$5.00	\$60.00	\$750.00	\$815.00
\$2.00	\$5.00	\$60.00	\$1000.00	\$1065.00

RJR Coupon Redemption will rebate handling allowance at the time of redemption

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## FORSYTH TOBACCO CUSTOM POINT OF SALE



### POCKET PRICING BANNER

ITEM #08A - 5' X 3' PROMOTIONAL PRICING BANNER WITH POCKETS

**DESCRIPTION:** Standard P.O.S. Banner with Custom Brand Logo, Everyday Low Price, and Number Inserts for Custom Price Point.

**SIZE:** 5' X 3' Banner with Three Clear Pockets and sets of Paper Number Inserts

**IMPRINT:** Three color imprint

**DETAILS:** Made of 8 mil White Polyethylene, hemmed with grommets and cording.

**SHIPPING:** F.O.B. Final Destination

In addition to the Pocket Pricing Banner we can provide many other Custom Point of Sale Pieces such as:

- Ceiling Posters
- Decal Pricing Banners
- Change Mats
- Riser Cards

Notify The Premium Source, Customer Service at 910-724-7221.

QUANTITY	# OF CASES	UNIT COST	TOTAL COST*	LEAD TIME
10	1	\$82.55	\$825.50	4 WEEKS
25	1	\$44.84	\$1,121.00	4 WEEKS
50	2	\$41.82	\$2,091.00	4 WEEKS
100	4	\$29.55	\$2,955.00	4 WEEKS
250	10	\$20.38	\$5,095.00	4 WEEKS
300	12	\$17.88	\$5,364.00	4 WEEKS
350	14	\$17.57	\$6,149.50	4 WEEKS
400	16	\$17.28	\$6,912.00	4 WEEKS
450	18	\$17.02	\$7,659.00	4 WEEKS
500	20	\$16.27	\$8,135.00	4 WEEKS
750	30	\$15.79	\$11,842.50	4 WEEKS
1000	40	\$15.06	\$15,060.00	5 WEEKS
1500	60	\$14.18	\$21,270.00	5 WEEKS
2000	80	\$13.26	\$26,520.00	5 WEEKS
2500	100	\$12.95	\$32,375.00	5 WEEKS

\*Includes regular UPS shipping. Pricing valid through April, 1997.

## FORSYTH TOBACCO PREMIUMS

### CIGARETTE LIGHTERS

ITEM #0011 - WHITE SNAP-LITE CHILD RESISTANT DISPOSABLE LIGHTER.

**IMPRINT:** One color - Red

In addition to the Child Resistant Lighter we can provide many other options such as:

- Travel Mugs
- Playing Cards
- Flash Lights
- Sports Bottles

Notify The Premium Source, Customer Service at 910-724-7221.



QUANTITY	# OF CASES	UNIT COST	TOTAL COST*	LEAD TIME
5,000	5	\$0.34	\$1,700.00	3 WEEKS
10,000	10	\$0.34	\$3,400.00	3 WEEKS
15,000	15	\$0.34	\$5,100.00	3 WEEKS
25,000	25	\$0.34	\$8,500.00	4 WEEKS
50,000	50	\$0.34	\$17,000.00	5 WEEKS
75,000	75	\$0.33	\$24,750.00	5 WEEKS
100,000	100	\$0.32	\$32,000.00	6 WEEKS
200,000	200	\$0.31	\$62,000.00	8 WEEKS

\*Includes regular UPS shipping. Pricing valid through April, 1997.

**WATCH FOR OUR SPECIAL PROMOTION OFFERS!**

TV GUIDE PROGRAM - NOVEMBER FORSYTH TOBACCO  
910-724-7221 OR 910-724-0071